

MARKETING SCALES HANDBOOK

Multi-Item Measures for
Consumer Insight Research



GORDON C. BRUNER II

Marketing Scales Handbook

Multi-Item Measures
for Consumer Insight Research

Volume 9

(sample)

Gordon C. Bruner II



GCBII Productions, LLC
Fort Worth, Texas USA

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Preface

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In recent years, I have tried several different ways to release the *Marketing Scales Handbooks*. There have been ebooks at *MarketingScales.com*, ebooks available on Kindle and other devices, and print books available from *Amazon.com*, *CreateSpace.com*, and other retail outlets. It has become clear to me that the majority of users of this material prefer it in print form rather than digital. Given what I have learned, Volume 9 is only being released in paper for individual purchases.* So much for the digital revolution, at least when it comes to material such as this!

Use of this book in paper has its drawbacks, however. The primary one apparent to me is that finding measures of interest is not as easy as it is with a digital version. While the Table of Contents is useful, I felt I should provide a Subject Index as well. Yet, creating one is a difficult task for a variety of reasons. They are also quite imperfect given that space permits only a few key words per scale. If you need more assistance in finding something of interest than is provided in the Subject Index, consider using the search function at *MarketingScales.com*. Hopefully, you can get a better idea about which key words in the Index will guide you to what you want.

As for the future of this work, I expect for it to continue for at least one more volume. I have already begun gathering articles published after the period covered in this volume and will soon begin reviewing the scales they contain. Although the day will come when I will step away from this work, that is not in my plans for the near future. Keep in mind that until the next volume is released, my reviews of new scales will be added to the database at *MarketingScales.com* in a timely manner. If you do not find something in this book that you are looking for, please search for it at the website.

Good luck in your research!

* As with Volumes 5-8, it is expected that this book will be released in proprietary format for sales by major suppliers of e-resources to library customers.

Acknowledgements

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As I write descriptions of scales, I primarily depend upon the information in the journals articles and any appendices related to them. There are many cases, however, when I need some critical piece of information or clarification. When that happens, I attempt to contact the authors. They do not always respond and, if they do not, it may mean their work is not reviewed. Listed below are those authors who did respond to my requests while working on this volume. I appreciate their assistance.

Thomas Allard	Auke Hunneman	Kate Pounders
Alexis Allen	Christopher K. Hsee	Marina Puzakova
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Colleen Harmeling	Sarah Moore	Adelle X. Yang
Jonathan Hasford	Stephanie Noble	Yang Yang
Ilona de Hooge	John Peloza	Eric Yorkston

As with previous volumes, I thank my wife for understanding the time and effort I put into this work. That is doubly true now that I am retired and could be **doing things she believes would be more “fun.”** Sometimes I wonder as well why **I continue to do it.** Hmmm . . . maybe this is “fun” for the scholar in me.

May your measures always be valid!

Fort Worth, Texas
February 2017

Introduction

.

The scales reviewed in this volume were reported in articles published in 2014 and 2015. While that does not necessarily mean a scale was first reported during that time period, it does mean that none of the scales in this volume were in a previous volume of this series. In that sense, the scales are new to the series. If users are looking for something that is not in this book, they are urged to check out the full database at *MarketingScales.com* where several thousand scales that were previously reviewed are available.

Similar to Volumes 4 to 8, this volume is composed entirely of scales that were used in scholarly **research of “consumers” or similar groups of respondents, e.g.,** viewers, patients, donors, citizens, etc. Despite that, dozens of the scales in this volume are amenable for use in a wide variety of studies and with all sorts of people, including those in an organizational context such as administrators and employees.

To be part of this volume, scales had to be composed of three or more items, have an acceptable level of empirical evidence of their psychometric quality, and be reflective measures rather than formative. There were three other criteria used as well. As described below, one was a constraint imposed at the scale level, one was a constraint at the construct level, and the final one had to do with time.

At the scale level, some measures found in recent articles were not included because they were the same or very similar to ones that had been reviewed in previous volumes. **They were not “new” and,** because of that, there are no scales in this book with lots of uses reported over many years in the top marketing journals. The more recent uses of older scales may have been cited in the reviews at the database, however.

Another criterion used to focus the work was at the construct level. The question asked was, how many unique, alternative measures of a construct have already been reviewed and are housed in the repository at *MarketingScales.com*? Having alternative measures of the same construct is useful to researchers so that they can compare the various characteristics and choose the scale that best suits their purpose. But, at some point, the endless review of measures of the same construct is not the best use of time. While there was no hard and fast rule to guide this constraint, suffice it to say that the

greater the number of different measures of a construct that have already been reviewed, the less likely that yet another measure was reviewed.

The final major criterion used to manage the workload was to focus on articles from a two year period. This was begun with Volume 7 because there are limits to the number of pages a book printer (CreateSpace) will allow for paperback books. With that in mind, an initial examination was conducted of over 600 articles published in six top marketing journals during 2014 and 2015. (The journals are specified in the table on the next page.) From that group, 215 articles received greater scrutiny because they appeared to have measures of the type focused on in the series. After closer examination, some of those articles were dismissed because the measures they included did not meet enough of the stated criteria or the authors did not respond to requests for more information. Ultimately, there were 187 articles from the marketing literature domain with 433 scales that were reviewed for this book.

As for assigning names to scales, it is a more challenging task than might be imagined. It is not as simple as calling them what the users did. In some **cases, the researchers described a scale without giving it a “proper” name, e.g., *the attitude scale used in the field survey***. Other times, a scale was given a name by authors that made sense in the context of their particular study but was more widely known with a more general construct name or one that would make more sense to readers, e.g., *temporary abandonment* vs. *Shopping Trip Failure*. Given this, several things were taken into account when deciding what to call each scale: what did the creators call it, what have other researchers called measures of the same construct, what is the most popular name of the construct itself among marketing scholars, and how can a long name be condensed to a reasonable length?

The layout of reviews is similar to the last few volumes but a few minor changes have been made. Details about the type of information found in the various sections of each scale review are provided in the table on the next page.

TABLE

Scale Review Format

The top of the page on which a scale review begins has a short, descriptive name. Several issues are taken into account when assigning a name and it may not be the one used by the users of the scale. See the discussion on the previous page for more details.

Just below the scale name are a few sentences that succinctly describe the construct apparently being assessed and the number of items composing the scale. If known, the number of points on the rating scale and the response format (e.g., Likert, semantic differential) are described as well.

ORIGIN:

Information about the creation of the scale is provided in this section, if known. In a substantial portion of cases, the source of the scale was not stated by the authors of the article. While in many and maybe most of those cases the authors were the likely creators of the scale, it is not always true. Sometimes the authors of the article do not cite the source and it leaves the impression the measure is original even though they borrowed it from someone else. The opposite also occurs too many times. Specifically, authors describe their scale **as “adapted” from a particular source. Yet, when a comparison is made between the “adapted” scale and the cited one, there is little resemblance.**

RELIABILITY:

For the most part, reliability is described in terms of internal consistency, most typically with Cronbach's alpha or construct reliability. In the few cases where it is known, scale stability (test-retest correlation) is reported as well. For those unfamiliar with these statistics, higher numbers are generally better. With particular regard to internal consistency, statistics below .60 if not .70 as well could be considered insufficiently reliable for testing theory. Few of those scales are included in the book.

VALIDITY:

There are several types of validity and no single study is expected to fully validate a scale. While it is hoped that authors of each study would provide at **least some evidence of a scale's validity, the reality** is the opposite. Most articles do not have information about scale validity. At the other extreme, a few authors have provided so much information in their articles about a scale's validation that the work is merely summarized and readers are urged to consult the cited article for more details.

COMMENTS:

This field is used occasionally when something significant was observed and was deemed important enough to mention in its own section of the review. For example, if something about a scale is judged to be deficient then readers may be urged in this section to exercise caution in using the scale. Another example is that in many cases a scale was phrased by its creators for use in a particular context but it is pointed out that with a little modification the scale seems to usable in other contexts.

REFERENCES:

Every source cited in a review is referenced in this section. The six journals that were closely examined for articles with scales are *Journal of Advertising*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Retailing*. Citation of additional journals, books, proceedings, and other sources are provided when relevant to a review. As stated in the Acknowledgements, in many cases the scale users themselves were contacted. If they responded and provided useful information, they are cited.

ITEMS:

The statements, adjectives, or questions composing a scale are listed in this field and are generally referred to as *scale items*. Also, an indication of the response format is provided in this section or its footnote unless it is has been adequately specified in the description at the beginning of the review. For example, many of the measures were merely **described as "Likert-type"** by their authors but the specific verbal anchors of the response scale were not stated. It can be assumed the extreme anchors were *strongly agree / strongly disagree* or

some close variant. The graphic version of the scales and how to lay them out in a questionnaire are not provided in the reviews here because they are almost never provided in the published articles though they might be in web appendices. Concerned readers should consult books that deal with survey development or types of measurement scales.

Where an item is followed by an (r) it means that the numerical response should be reverse-coded when calculating scale scores. Since errors involving notation of reverse-coding can occur at various stages of an article's composition, review, editing, and publication process, users of scales are urged to examine items closely to determine which ones should be reverse-coded.

The instructions for respondents that were used with scales in the questionnaires are rarely provided in the reviews here because authors of the articles in which the scales were found rarely provided them. Users of scale should feel free to contact the scale authors and ask them about the instructions and any other questions related to using the measure.

SCALE REVIEWS

ATTENTION TO THE AD (MESSAGE CONTENT)

A person's expressed interest in the message content of an ad and the attention he/she paid to it is measured with three, seven-point Likert-type items.

ORIGIN:

The scale was used by Yoon (2015) in three studies. She borrowed and adapted three items from a larger scale created by Nabi and colleagues (Nabi, Moyer-Guseé, and Byrne 2007; Wolski and Nabi 2000).

RELIABILITY:

Although the scale was used by Yoon (2015) in all three studies described in the article, the exact reliability of the scale was only reported for Study 1 ($\alpha = .94$).

VALIDITY:

Yoon (2015) did not discuss the scale's validity.

REFERENCES:

Nabi, Robin L., Emily Moyer-Guseé, and Sahara Byrne (2007), "All Joking Aside: A Serious Investigation into the Persuasive Effect of Funny Social Issue Messages," *Communication Monographs*, 74 (1), 29-54.

Wolski, Stacey and Robin L. Nabi (2000), "Message Processing Quality: Confirmatory Analysis of an Elaboration Depth Measure," paper presented at the 50th annual conference of the International Communication Association, Acapulco, Mexico.

Yoon, Hye Jin (2015), "Humor Effects in Shame-Inducing Health Issue Advertising: The Moderating Effects of Fear of Negative Evaluation," *Journal of Advertising*, 44 (2), 126-139.

ITEMS:

1. I was interested in what the ad had to say.
2. I paid close attention to the ad's arguments.
3. I didn't let myself get distracted from focusing on the message content.

GOAL COMMITMENT

The five, seven-point items in the scale measure how dedicated a person is to achieving a specified goal and how much he/she will work to reach it.

ORIGIN:

Devezer et al. (2014) used the scale in Studies 1, 2, and 3. The items were taken from an index created by Tubbs (1993) which was a composite of three aspects of commitment: direct, effort-based, and valence.

RELIABILITY:

The scale's alphas ranged from .81 to .92 in the studies in which it was used by Devezer et al. (2014).

VALIDITY:

The scale's validity was not addressed by Devezer et al. (2014).

COMMENTS:

Tubbs (1993) viewed the commitment index as a composite of three dimensions and Devezer et al. (2014) acknowledged that view. Given that, there is some question as to whether or not the set of items borrowed by Devezer et al. (2014) compose a unidimensional scale. Potential users should be wary of using the scale in theory testing until its unidimensionality is confirmed.

REFERENCES:

- Devezer, Berna, David E. Sprott, Eric R. Spangenberg, and Sandor Czellar (2014), "Consumer Well-Being: Effects of Subgoal Failures and Goal Importance," *Journal of Marketing*, 78 (2), 118-134.
- Tubbs, Mark E. (1993), "Commitment as a Moderator of the Goal-Performance Relation: A Case for Clearer Construct Definition," *Journal of Applied Psychology*, 78 (1), 86-97.

ITEMS:¹

1. How committed are you to attaining your _____? *not committed / very committed*
2. To what extent do you feel committed to your _____? *not at all / very much*
3. How likely is it that you will work your hardest for your _____? *not very likely / very likely*
4. How hard will you try to reach your _____? *not very hard / very hard*

PATRONAGE REDUCTION

With three **statements**, the scale measures a customer's regret for having patronized a certain retailer because of a bad experience there and the intention to reduce visits to the establishment if not stopping all together.

ORIGIN:

The scale was used by Ashley and Noble (2014) in Studies 2, 3, and 4. They referred to the construct as *abandonment*. The authors created the scale for use in the studies and drew ideas from a similar scale by Gregoire and Fisher (2006).

RELIABILITY:

The scale's alphas were .87, .78, and .90 in Studies 2, 3, and 4, respectively (Ashley and Noble 2014, p. 80).

VALIDITY:

CFA was employed by Ashley and Noble (2014) to assess the measurement models for the studies and the conclusion was that the models had good fit. For all reflective scales in the models, there was evidence of discriminant validity. With respect to patronage reduction, the AVEs were .69 (Study 2), .54 (Study 3), and .75 (Study 4).

REFERENCES:

Ashley, Christy and Stephanie M. Noble (2014), "It's Closing Time: Territorial Behaviors from Customers in Response to Front Line Employees," *Journal of Retailing*, 90 (1), 74-92.

Grégoire, Yany and Robert J. Fisher (2006), "The Effects of Relationship Quality on Customer Retaliation," *Marketing Letters*, 17 (January), 31-46.

Noble, Stephanie M. (2015), personal correspondence.

ITEMS:¹

1. Based on my experience, I will _____ less at this _____.
2. Based on my experience, I will not return to this _____.
3. If I could do it again, I would have _____ at a different _____.

1. Noble (2015) confirmed that the scale was composed of five-point Likert-type items. The type of activity that the participant was engaging in should be stated in the first blanks of #1 and #3, e.g., shop, eat, exercise. All of the other blanks should be filled with a name for the type of facility the participant was in, e.g., store, restaurant, fitness center.

RECYCLING INTENTION

A person's plan to engage in behaviors that support of a recycling program are measured with seven, seven-point items.

ORIGIN:

White, Simpson, and Argo (2014) used the scale in Study 3 and analysis was based on data from 240 undergraduate students. The scale was created by the authors (White 2015) and is strongly based on phrasings from other intention measures used by the lead author in previous research (White and Peloza 2009; White and Simpson 2013).

RELIABILITY:

The alpha for the scale was .865 (White, Simpson, and Argo 2014, p. 441).

VALIDITY:

White, Simpson, and Argo (2014) did not discuss the scale's validity.

REFERENCES:

White, Katherine (2015), personal correspondence.

White, Katherine and John Peloza (2009), "Self-Benefit Versus Other-Benefit Marketing Appeals: Their Effectiveness in Generating Charitable Support," *Journal of Marketing*, 73 (4), 109-124.

White, Katherine and Bonnie Simpson (2013), "When Do (and Don't) Normative Appeals Influence Sustainable Consumer Behaviors?" *Journal of Marketing*, 77 (2), 78-95.

White, Katherine, Bonnie Simpson, and Jennifer J. Argo (2014), "The Motivating Role of Dissociative Out-Groups in Encouraging Positive Consumer Behaviors," *Journal of Marketing Research*, 51 (4), 433-447.

ITEMS:¹

1. How likely are you to take part in _____'s recycling program?²
Highly Unlikely / Highly Likely
2. How inclined are you to take part by recycling?
Not Very Inclined / Highly Inclined
3. How willing are you to take part by recycling?
Not Very Willing / Very Willing
4. To what degree do you intend to recycle in support of the recycling program? *Not at all / Very much so*

WILLINGNESS TO PURCHASE A PRODUCT AS A GIFT

Three, seven-point Likert-type items measure a consumer's openness to the idea of purchasing a product by a company as a gift in a hypothetical situation. The product, the company, and for whom the gift is intended are not specified in the items themselves and must be provided elsewhere.

ORIGIN:

Fuchs, Schreier, and van Osselaer (2015) used the scale in Study 2 of the four discussed in their article. Analysis was apparently conducted with data collected from a final sample of 434 members of an Austrian consumer panel. Based on what was stated in the web appendix to the article, the scale and the rest of the study was phrased in German. The source of the scale itself was not identified.

RELIABILITY:

The internal consistency of the scale (Cronbach's alpha) was .84 (Fuchs, Schreier, and van Osselaer 2015, p. 103).

VALIDITY:

The discriminant validity of all construct measures was examined using CFA (Fuchs, Schreier, and van Osselaer 2015, p. 103). Two different tests provided evidence in support of each scale's discriminant validity.

COMMENTS:

Fuchs, Schreier, and van Osselaer (2015) viewed the scale as measuring purchase intention but the scale is not called that here. No explicit purchase intent is expressed in the items but merely expressing a willingness to purchase the product in a hypothetical situation.

REFERENCES:

Fuchs, Christoph, Martin Schreier, and Stijn M.J. van Osselaer (2015), "The Handmade Effect: What's Love Got to Do with It?" *Journal of Marketing*, 79 (2), 98-110.

ITEMS:¹

Would you buy a product of this firm as a gift for the intended gift recipient?

1. For this occasion, I would buy this product as a gift.
2. It is unlikely that I would buy a product of this firm as a gift. (r)

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About the Author

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Dr. Gordon C. Bruner II (Professor Emeritus, Southern Illinois University) received a B.B.A. and a M.S. in marketing from Texas A&M University. His Ph.D. is from the University of North Texas, with a major in marketing and a minor in music. It was during his doctoral work that he learned about scales, worked with them as he assisted his professors in their research, and eventually created scales of his own that were critical to his dissertation.

After several years of developing scales as part of his empirical research activities as a professor, Dr. Bruner realized the difficulty marketing researchers had in finding scales that had already been developed. Thus began the development of the first *Marketing Scales Handbook* at Southern Illinois University in the late 1980s with Dr. Paul Hensel. When that volume was published in 1992, it was the first book in the field of marketing to provide reviews of scales. Eventually, Dr. Bruner became the sole author of the series. The handbooks are now used by thousands of researchers in academia and industry around the world. Although the earliest volumes in the series are no longer available in print, the reviews of scales they contained having to do with consumer research can be found in revised form in the repository at *MarketingScales.com*. Indeed, the database is the largest collection of psychometrics that have been used in published marketing research, well over 3,700 at this time.

During his years in academia, Dr. Bruner's primary empirical research streams were consumer problem recognition and technology acceptance. His research has been published in the *Journal of Marketing*, the *Journal of the Academy of Marketing Science*, the *Journal of Advertising Research*, the *Journal of Retailing*, *Psychology & Marketing*, the *Journal of Business Research*, as well as many other journals. Throughout his teaching career, his specialties were strategic promotion and consumer behavior.

Dr. Bruner has retired now from academia but remains active in reviewing scales as well as being a devoted husband, father, and grandfather. Additionally, he is an amateur musician, loving to write and record his own songs. Last, but not least, he is a devout Christian, an adherent of the faith though not the religion.

